

## ABSTRACT

A print producing apparatus of a print producing system is provided with a recording medium conveying section which intermittently conveys a strip-like hologram recording medium, a cutting out section which cuts out, as a piece of hologram recording medium, a predetermined region of the recording medium that includes at least a piece of a holographic stereogram image or a hologram from a hologram recording medium, a film retaining section and a film supplying section which one by one provides plural sheets of protecting film PF which are retained, a film opening and closing section which opens and folds a single sheet of the PF which has been folded in two along a folding line of the PF, a mounting retaining and supplying section which one by one provides plural sheets of mountings, and a laminating section which laminates the recording medium piece for hologram and the mounting with the PF.